

STATEMENT OF WORK

STATE CANCER POLICY DATABASE PROGRAM

A. Task Areas

The Contractor, as an independent agent and not as an agent of the Government, shall furnish all necessary personnel, labor, facilities, and equipment, materials and supplies, except as may otherwise be provided by the Government, and shall provide necessary data processing, Web site hosting, and related technical support to the Office of Policy Analysis and Response (OPAR), State Cancer Policy Database (SCPD) Program, National Cancer Institute (NCI). This contract may also support other program areas within the NCI. The overall goal of this project is to maintain, update, and enhance the SCPD and to develop and to disseminate information and analyses based on SCPD data. The work to be conducted under this project will fall into eight main task areas: 1) legislative database development and maintenance; 2) Web hosting of Program World Wide Web site, database hosting, and information dissemination of data; 3) legislative data identification and retrieval; 4) specialized report preparation; 5) research and analysis of data; 6) editorial and graphic services; 7) overall project management; and 8) scientific conferences, and meetings.

The primary services under this contract will be the ongoing development, maintenance, and enhancement of the SCPD and the SCPD Web site as well as hosting of the SCPD Web site. Secondary services/products include a quarterly newsletter, periodic fact sheets, publications and presentations, and generalization of specialized reports based on the SCPD data.

Work conducted under this contract shall be within the following areas:

Task 1 - 60 percent of contract effort. Data processing, maintenance and development of legislative database:

The Contractor's primary task shall be to maintain and update, as necessary, the State Cancer Policy Database (SCPD), a Web-based database accessible to the public via the SCPD Web site, that contains detailed analyses of enacted state-level legislative measures related to cancer, cancer health disparities, cancer-related genetics, and tobacco control. The Contractor shall provide data storage, retrieval, processing, and entry of detailed analyses of state cancer-related legislative measures. The SCPD search and reporting functions shall be programmed in MS SQL. The connectivity between the SQL database

and the SCPD Web site shall be handled using ColdFusion. An internal version of the database also is to be maintained and updated, as necessary. The internal version of the database contains the pre-public versions of the data, such as draft versions of the database records. All database testing shall be performed on the non-public version of the database.

The Contractor shall provide all data entry and data processing services in support of the SCPD. The Contractor shall perform basic and complex legal research and analysis of cancer control legislative measures to support the development of detailed legislative abstracts, including data entry into the SCPD on a quarterly basis using SCPD analytic protocols. Annually, the Contractor shall develop year-end-status records for all codified laws reflected in SCPD according to SCPD analytic protocols and SCPD's baseline reference dates. Data shall be entered into the SCPD using customized data entry modules (programmed in SQL) based on the two main types of records in the database - general legislation and year-end status. Each database record shall reflect a combination of selected SCPD hierarchical keywords and detailed text analyses. The database records shall be linked using a unique reference identifier and in accordance with the relevant legislative history. All database records shall be developed using specially designed guidelines for content analysis (GCA) that are tailored to ensure data entry and analysis consistency and reliability for each major topic area in the SCPD. All database records shall be reviewed and verified by a senior project staff person with expertise in cancer control legislative research and analysis to ensure the accuracy of the data prior to the record being made public.

Primary topics to be monitored and entered into the SCPD and available for public use data searching shall include access to state-of-the-art treatment, breast cancer, cancer health disparities, cervical cancer, colorectal cancer, genetics, ovarian cancer, prostate cancer, skin cancer, surveillance/cancer registries, testicular cancer, tobacco use reduction and uterine cancer. The dynamic nature of the SCPD requires that new topical areas be added to reflect changes in the files of cancer control and prevention. Accordingly, the Contractor shall be required to identify, and in consultation with the Project Officer, to add to the SCPD newly-emerging topic areas of relevance and interest to the NCI.

The Contractor shall update the SCPD operations manuals on a quarterly basis to reflect data entry and other protocol changes. The Contractor shall update the SCPD public user instructions available via the SCPD Web site, as necessary, to reflect updates and enhancements to the public use database.

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The Contractor shall routinely review the database structure and shall identify opportunities for continued enhancements of the system. The database structure will facilitate storage and access to all SCPD data. The Contractor must establish and implement back-up and security procedures and arrangements to ensure: 1) the security and integrity of the information stored in the SCPD; 2) that SCPD data will be available with interruptions, lasting no more than four hours on a quarterly basis, for routine maintenance and updating and 3) that the content and functionality of the system can be completely restored in the event of an unforeseen or catastrophic failure of system operation, maintenance, or security. The Contractor shall implement quality assurance procedures to ensure that the SCPD system hardware and software is functioning properly and accurately storing SCPD data, that search features are properly functioning, and that backup and security procedures are adequate.

The Project Manager must have a minimum of four (4) years' experience managing and overseeing the development of a publicly-accessible legislative database related to selected cancer prevention and control topics as well as the management and oversight of the development, maintenance, and hosting of a cancer legislative database Web site. This individual shall be a senior staff member of the company and shall have documented and demonstrated experience managing and directing project personnel with database management, processing, and hosting skills as well as personnel with legal research and analysis skills. The Project Manager shall have subject matter knowledge and demonstrated experience in: technical writing and production of Web-based products; managing concurrent multiple task assignments, ensuring quality control and meeting deadlines; controlling/managing costs; disease prevention and control programs (with emphasis on cancer); legal research and analysis of cancer legislation; and project planning and program-related evaluation.

The database manager/programmer must have three years of experience in programming, testing and coordinating the development of a publicly-accessible cancer legislative database.

Task 2 - 24 percent of contract effort. Web hosting of Program World Wide Web site, hosting of database, and information dissemination of data:

The Contractor shall maintain, update, and host the World Wide Web site of the SCPD Program (accessible at <http://www.sclid-nci.net>), which contains the publicly-accessible SCPD. The Contractor shall provide Web site design services as necessary to maintain and enhance the Web site, including ensuring compliance with NCI Web design requirements

and development and maintenance of interactive maps that list bills enacted quarterly by each state. The Web site shall include a search feature as well as the ability to track Web site, database, and other SCPD product usage.

The contractor shall also develop Web-based products, generated from the SCPD, for public dissemination. Such products shall include fact sheets and presentations providing detailed analyses of relevant legislation for government and professional meetings. Fact sheets shall provide succinct overviews of the current status of legislation for selected cancer control topic areas, including a synopsis of relevant legislation and a graphic illustration. Recent fact sheet topics include third-party coverage of breast cancer services, state excise tax laws on tobacco products, and laws addressing employee leave for bone marrow donation. The Contractor shall also develop the *SCLD Update*, a quarterly newsletter that provides an analysis and review of all relevant state legislative data included in the SCPD each quarter. Each *Update* shall contain a table of contents; a "Legislative DataByte," a graphic illustration that compiles statistical data summarizing a selected cancer control topic; and a summary of state tobacco-related settlement legislation. Instead of a Legislative DataByte, a "Year-in-Review" summary shall be provided in the final quarterly issue of each year. These SCPD products must be accessible in HTML and Adobe Acrobat formats via the SCPD Web site. Both current and archived SCPD products shall be made available for public use on the web site.

The Contractor shall maintain an electronic subscription mailing list that is not publicly accessible and that only contains the recipients' email addresses and no other identifying information. The electronic subscription mailing list shall be maintained by the Contractor in such a way as to ensure that it is only accessible to SCPD project staff and that the electronic mail addresses are confidentially stored to prevent public access to the information. The Contractor shall establish procedures to ensure the confidentiality of the SCPD electronic subscription mailing list subscribers. The electronic subscription mailing list is intended to provide subscribers periodic e-mails that advise of updates to the SCPD Web site. Inclusion on the mailing list is voluntary and subscribers must be given the opportunity to unsubscribe at any time. The Contractor shall also maintain associations with partner organizations for the purpose of linking the SCPD Web site to the sites of those entities. The Web site shall provide the ability for users to contact the SCPD program with questions or to report technical problems/issues. Procedures shall be established for responding to technical user queries, and the Contractor shall provide technical assistance to individuals with questions about searching the

online SCPD.

The Contractor must be available within twenty-four (24) hours notice to meet urgent deadlines for requests for information such as those emanating from the Office of the Director, NCI, The Executive Branch, i.e. The White House and the Office of Management and Budget, and the Legislative Branch, i.e., Congress.

Task 3 - 4 percent of contract effort. Legislative data identification and retrieval:

In support of the SCPD, the Contractor shall monitor legislation and collect electronic copies of relevant enacted laws and resolutions, and in selected instances, case law, from sources such as: subscription-based legislative tracking services, state legislative offices, the Library of Congress, or other law libraries. Detailed records of identified relevant laws shall be developed and entered into the SCPD under task 1 according to project protocols and guidelines.

The Contractor shall establish, implement, and refine data search strategies to ensure complete identification and capture of SCPD-relevant laws from primary and secondary sources and establish a strategy for validating reliable data capture.

Task 4 - 4 percent of contract effort. Generation of specialized database reports:

The Contractor shall use SCPD data to respond to online requests for specialized database reports based on the data in the SCPD as well as enhanced analyses of state-level cancer control legislation. In preparing such responses, the Contractor, with the approval of the Project Officer, shall conduct in-depth analyses of SCPD (and other data sources, if necessary) for inquiries that exceed the scope of the standard SCPD products. The Contractor shall generate specialized reports through searches and analyses of the SCPD data, as needed, to respond to the inquiry. Based on the nature of the request and at the direction of the Project Officer, the Contractor shall provide the ability to respond to the specialized requests within forty-eight (48) hours.

Using frequently-requested specialized database reports, the Contractor shall develop and update web-accessible data tables, which shall be posted to the SCPD Web site in HTML and Adobe Acrobat formats.

Task 5 - 3 percent of contract effort. Research and analysis of data:

The Contractor shall work with the Project Officer and assist in the development of peer-reviewed publications based on analyses of SCPD data. The Contractor shall also update, on an annual basis, ratings of the extensiveness of selected state tobacco control laws. Examples of research studies performed by the SCPD Program include the rating of state laws restricting minors' access to tobacco products, the rating of state clean indoor air laws, and an examination of state laws governing the delivery sale of cigarettes.

The Contractor shall post such publications, research papers, and the ratings of tobacco control laws on the SCPD Web site.

Task 6 - 2 percent of contract effort. Editorial and graphics services

The Contractor shall provide support in the development, writing, and editing of SCPD products, including editing of all web-based products, papers, and presentations and development of and camera ready print versions of all SCPD products, including the SCPD fact sheets and newsletter. The Contractor shall provide editorial support services ranging from content editing to proofing, as well as formatting and desktop publishing.

The Contractor shall provide necessary graphics and art work, such as slides, tables, graphs, and charts on a rapid response basis, as needed.

Task 7 - 2 percent of contract effort. Contract administration

The Contractor shall provide a Contract Project Manager and key personnel to consult and interact with the NCI Project Officer, NCI staff, and other appropriate persons. In this capacity, the Contractor shall develop technical approaches, priorities, and specifications to meet the requirements as stated by the Project Officer.

The Contractor shall interact, at a minimum, on a weekly basis, either through phone or personal contacts, with the Project Officer and NCI staff.

The Contractor shall meet monthly with the Project Officer and appropriate NCI staff to present a brief report on the status of each project, staffing assignments, milestones accomplished in the delivery schedules and priority assignments of the projects. Additionally, plans and approaches shall be presented for resolving problems that arise in performing requirements specified in this contract.

Task 8 - 1 percent of contract effort. Scientific conferences and meetings:

As requested by the Project Officer, the Contractor shall make available appropriate staff to demonstrate and/or exhibit the web-accessible SCPD and/or results of analyses of SCPD data for a minimum of two professional meetings or conferences per year.

NOTE: All publications prepared under this contract shall be under the ownership of the federal government. The Contractor shall not publish or disseminate information, analyses of reports, or use information obtained under this contract, without prior written approval of the Project Officer. Results of analyses, evaluations, reports, and articles shall be published under authorship of the OPAR staff and/or other authors as appropriate. Articles shall be published in appropriate medical, public health, and other professional journals.

B. Computer and Software Compatibility Requirements

The Contractor shall have computer hardware and software that are compatible with Adobe Acrobat, Internet Explorer, Microsoft Access, Microsoft Excel, Microsoft Word, Macromedia Cold Fusion, SQL Server, WebTrends, and, on a Macintosh platform, Adobe Creative Suite, including InDesign, Illustrator, and Photoshop.

C. Transition

PHASE-OUT (Last 3 months of contract): During the last three (3) months of this contract the Contractor shall turn over data, files, records, documentation, software, passwords, program documentation (such as user's manuals) and any other information to the successor contractor or to the NCI. The Contractor shall provide any other assistance deemed reasonable by the NCI that may be required for the database web site and related activities to be operational. The Contractor shall provide for the transfer of newly developed programs, program documentation (such as user's manuals and coding manuals), data, passwords, and all information gathered during this contract to the successor contractor or NCI.